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TWO COMMERCIAL SITES

DIAMOND HEIGHTS, SAN FRANCISCO

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TWO COMMERCIAL SITES

DIAMOND HEIGHTS, SAN FRANCISCO

TWO COMMERCIAL SITES, DIAMOND HEIGHTS

The San Francisco Redevelopment Agency is finding increasing confirmation of the compatibility of two of its objectives in redevelopment areas—the provision of (1) unusual business opportunities and (2) a high quality of design in structures and their environment.

Two business opportunities are now afforded to developers for the purchase of sites to be improved with structures consistent in design quality with the unusually fine residential development now appearing on Diamond Heights:

1. **The Diamond Heights Neighborhood Center Shopping Site**
2. **The Diamond Heights Outlook Site**

Each of these sites is offered under special conditions, and each is considered to be worthy of the special purchase arrangements described in this invitation for proposals.

It will be helpful to developers to be aware of Agency policy in such matters. The policy statement already issued in the Red Rock Hill Developer Guide Statement concerning a major residential section of Diamond Heights may be appropriately restated here:

"The Redevelopment Agency considers that techniques must emerge in the redevelopment process to make our cities more beautiful and enjoyable to their citizens. Redevelopment is too difficult and trying a process to a community for it to settle for a lesser objective. The Agency offers these sites in the conviction that the method will be a major contribution to sensitive urban design, to finer redeveloped neighborhoods, to comfortable living, and to profitable enterprise.

"It is the developer who respects all these objectives the Redevelopment Agency particularly welcomes to this competition."

MARCH 19, 1962

OMNES HABITARE IN URBE SANCTI FRANCISCI VOLUNT

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SAN FRANCISCO REDEVELOPMENT AGENCY
525 GOLDEN GATE AVENUE, SAN FRANCISCO 2, CALIFORNIA

LOCATION AND MARKET AREA

DIAMOND HEIGHTS

Diamond Heights is a new San Francisco residential neighborhood planned for approximately 9,000 people and is located 10 minutes by automobile from the Civic Center, 15 minutes from the financial district, and 10 minutes from the freeway system. Public bus transportation is available and will be expanded as the need arises.

SITE WORK Site work, including grading and paving of streets, curbs, electroliers for street lighting, street tree planting, a storm and sanitary sewer system, water and gas distribution systems, and underground telephone and electric conduits, has been completed.

RESIDENTIAL DEVELOPMENT The first third of the residential portion of the project has now been sold and housing is under construction. This phase of the project was sold in two stages. The first stage was an auction of smaller residential properties for 250 units to individual home site buyers and builders. This area will contain houses and duplexes with an average value of approximately $35,000 per unit. The second stage was the sale of twenty-two acres known as Red Rock Hill for 990 multifamily units. This sale received widespread attention because it involved a unique architectural selection in a nationwide competition and resulted in a sales price of $4,525,000 for land. The 990 units will have an average value of approximately $30,000 per unit.

Future development plans provide for architectural competitions on the two remaining hilltops and for sales of the remainder of the land for multifamily and single-family home sites. Several large sites have been set aside for moderate-priced private housing, with emphasis on high quality of architectural design.

COMMUNITY FACILITIES The following community facilities are scheduled for the Diamond Heights Redevelopment Area (see map, page 3):

1. An elementary school tentatively scheduled for construction in 1963.
2. Three church sites sold to (a) St. Nicholas Orthodox Church, (b) Protestant Episcopal Bishop of California, and (c) California and Nevada District of the Lutheran Church—Missouri Synod.
3. A library-community plaza and three playgrounds under City authorization which provides for purchase of sites and construction.
4. Glen Canyon Park, an 80-acre naturally wooded canyon now open for recreational use. A handsome park building has already been completed. Additional recreation facilities and supplementary landscaping will be added in keeping with the natural mountain setting.
5. Secondary school site.
6. Two commercial sites—described in this invitation for proposals.

NEIGHBORHOOD CENTER SHOPPING SITE

The Diamond Heights Neighborhood Center contains approximately 18 acres and provides an elementary school, a church, a playground, a library, and the shopping site. It has been the subject of an intensive study and a report entitled "Diamond Heights Neighborhood Center" by Lawrence Lackey, A.I.A., urban design consultant, Royston, Hanamoto & Mayes, landscape architects, both of San Francisco, and the Redevelopment Agency (see "Bidder's Packet," page 9). The report recommends the location, layout, and roof design of the commercial facilities on the shopping site.

The shopping site contains approximately 200,000 square feet, or 4.6 acres, and may be developed to provide not more than 50,000 square feet of gross floor area. It is an irregular-shaped parcel with 615 feet of frontage on Diamond Heights Boulevard. This is the only site serving the estimated 9,000 residents of Diamond Heights and has, in addition, 35,000 persons living within a three-quarter-mile radius.

Commercial activities allowed by the official Redevelopment Plan in the shopping site are at the discretion of the developer, except that he may

not provide for or operate an automobile repair service or gasoline service station there.

The site is to be sold subject to architectural control by the Agency. The overall design for the Neighborhood Center resulting from the study and report made by Lackey and Royston, et al., has been adopted by the Agency and is presented to developers as a most desirable design. This does not preclude changes or submission of a new plan for development of the site, but the Agency will accept only changes it regards as superior to the approved design for the Neighborhood Center. In addition to serving commercial objectives and providing an improvement in design, any such modification must be found by the Agency to be compatible with and complementary to the other land uses, roof designs, building masses, and landscaping plans of the Diamond Heights Neighborhood Center report. Relocation of some utility laterals may be necessary, but otherwise changes in site improvements are not regarded as desirable. All changes in site improvements, including changes in utility laterals, if any, shall be with the prior consent of the Agency and at the sole expense of the developer.

INVITATION FOR PROPOSALS NEIGHBORHOOD CENTER SHOPPING SITE

METHOD OF SALE Oral bids for the purchase and development of the site will be received at the auction to be held on June 6, 1962, at 10:00 a.m. (PDT) in the offices of the San Francisco Redevelopment Agency, 525 Golden Gate Avenue, San Francisco, California, only from registered holders of the Diamond Heights Commercial Sites Bidder's Packet who have paid the Agency prior to the commencement of the auction by certified or cashier's check a commitment fee of $25,000. Such payment shall be unconditional and in addition to the amount bid for the land. In consideration of the commitment fee, the Agency agrees that it will not convey the

NEIGHBORHOOD CENTER SHOPPING SITE

property to other than the successful bidder prior to September 30, 1962. Such payment is returnable to the successful bidder only in the event of the Agency's inability to tender marketable title to the site. The fees of the unsuccessful bidders will be returned immediately at the close of the auction.

The high bidder is obligated as follows:

1. He must execute the Disposition Agreement in the precise form contained in the Bidder's Packet no later than June 30, 1962.

2. He must submit to the Agency, no later than June 30, 1962, a satisfactory Redeveloper's Statement for Public Disclosure and Redeveloper's Statement of Qualifications and Financial Responsibility in the precise form contained in the Bidder's Packet.

The Agency will formally act, within thirty (30) days after the above conditions have been met, to accept or reject the offer of the high bidder. The Agency reserves the unqualified right to reject any and all bids.

Upon formal acceptance of the bidder's offer, a deposit of seven percent of the amount bid for the land must be paid to the Agency within sixty (60) days thereafter. The seven percent deposit will be returned to the developer on his completion of the improvements or upon payment of the purchase price and acceptance by the Agency of a performance bond in a form and amount satisfactory to the Agency.

Attention of bidders is directed to features of the Disposition Agreement providing:

1. For payment and conveyance of the property whereby payment of the purchase price and conveyance may, under certain circumstances, be deferred for a period acceptable to the Agency upon payment of:

a. A monthly charge based upon five percent per annum on the unpaid balance of the purchase price of the property; and

b. A payment to the Agency on behalf of the City and County of San Francisco of an acceptable amount in lieu of taxes.

2. For the period during which the property to be conveyed pursuant to this Agreement will not be carried on the tax rolls of the City and County of San Francisco after the date of recordation of a deed conveying the property to the Redeveloper, the Redeveloper shall pay a sum in lieu of taxes, which sum shall be based upon the annual tax rate of the City and County of San Francisco and an estimate by the Assessor of the City and County of San Francisco of the probable annual valuation at which the property would be assessed if taxable. The Assessor's estimate of valuation shall be conclusive on all parties to the Agreement. The sum payable hereunder shall be prorated from the date of recordation of the deed to the end of the fiscal (tax) year preceding the fiscal year for which taxes are first levied against the property. Such sum shall be deposited in escrow for disbursement by the escrow holder in accordance with seller's escrow instructions.

3. That the plan for development is subject to approval of the Agency on the basis of conformance with this invitation for bids, the Redevelopment Plan for the Diamond Heights Approved Redevelopment Project Area B-1, the Diamond Heights Neighborhood Center Study, and the Commercial Sites Bidder's Packet.

OUTLOOK SITE

This site is offered for sale for combined service station and restaurant use. The parcel contains approximately 33,000 square feet, is located at a major intersection of Diamond Heights Boulevard, and commands a magnificent view of downtown San Francisco and San Francisco Bay. Because development of the entire site exclusively for a service station would not take full advantage of this spectacular location and view, the Agency offers this parcel for sale under the following conditions:

1. The site is to be developed for a restaurant and a service station.

2. In order to achieve an appropriate design for this unique site, the developer must agree to conduct an architectural competition for devel-

opment of the site under terms and conditions acceptable to the San Francisco Redevelopment Agency. Such terms and conditions are to be worked out with the Agency and will include:

a. Development of program objectives and standards;

b. Eligibility of competitors;

c. The conduct of the competition;

d. Selection of the winning designs which will include buildings, landscaping, and signs or symbols;

e. Payment of prizes; and

f. Agreement to use any of the winning designs.

All costs are to be borne by the developer, except as indicated on page 8, Invitation for Proposals —Outlook Site and in the Design Program Statement—Outlook Site which is included in the Bidder's Packet.

A professional adviser, who is an architect, is to be selected by the developer with the concurrence of the Redevelopment Agency. In addition, an advisory panel is to be designated by the developer to assist in the selection of the winning designs. The advisory panel shall consist of:

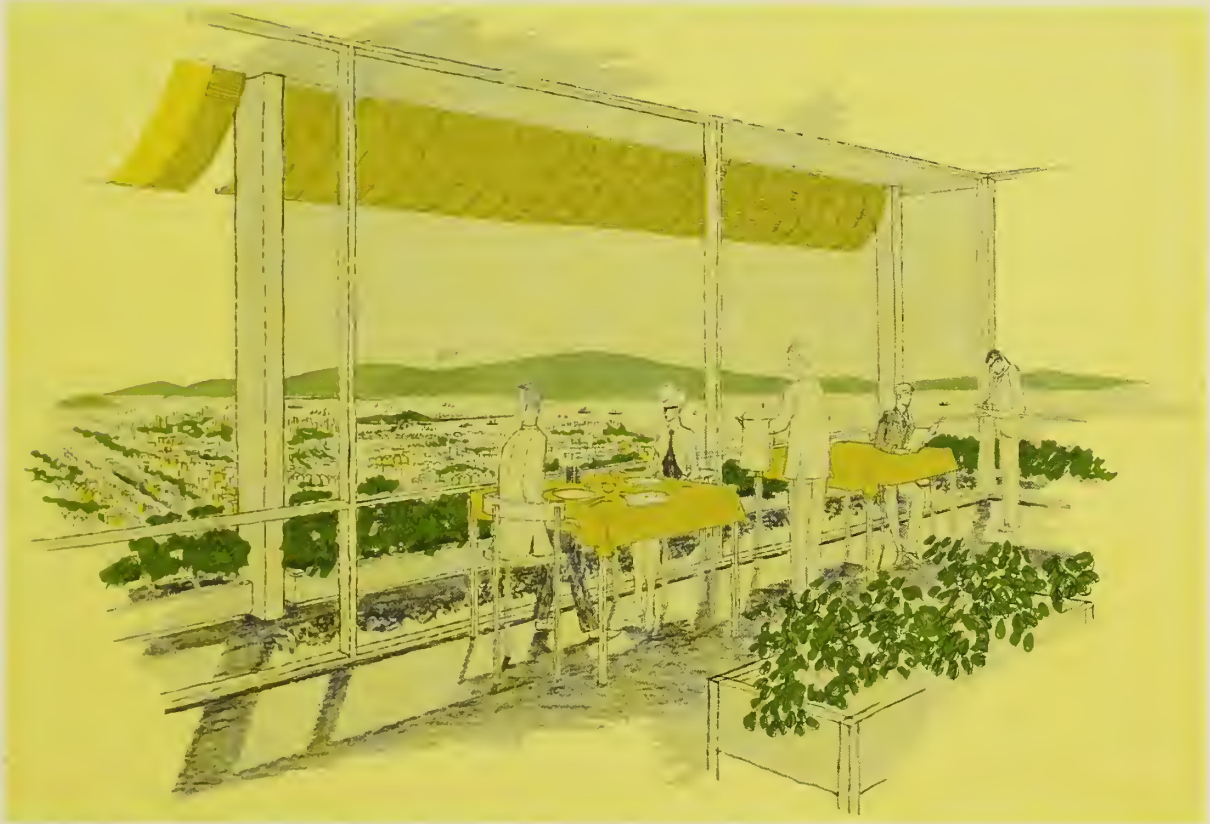
a. Three members chosen from a list of 15 architects supplied by the Redevelopment Agency;

b. One member familiar with automobile service station operations; and

c. One member familiar with restaurant operations.

3. The site is to be sold for development with architectural guidance and review by the Agency, and actual plans for construction on the site must receive Agency approval, as outlined in the Disposition Agreement.

4. All changes in site improvements must receive prior approval of the Agency and be at the sole expense of the developer, inasmuch as the Agency has completed all site improvements in accordance with the official Redevelopment Plan.



OUTLOOK SITE

INVITATION FOR PROPOSALS OUTLOOK SITE

METHOD OF SALE Oral bids for the purchase and development of the site will be received at the auction to be held on June 6, 1962, at 10:00 a.m. (PDT) in the office of the San Francisco Redevelopment Agency, 525 Golden Gate Avenue, San Francisco, California, only from registered holders of the Diamond Heights Commercial Sites Bidder's Packet, who have paid the agency prior to commencement of the auction, by certified or cashier's check, a commitment fee of $15,000. Such payment shall be unconditional and in addition to the amount bid for the land. In consideration therefor, the Agency agrees that it will not convey the property to other than the successful bidder prior to September 30, 1962. Such payment is returnable to the successful bidder:

a. Only in the event of the Agency's inability to tender marketable title to the site; or

b. Up to $15,000 upon certification to the Agency of his bona fide expenses up to that amount in sponsoring the architectural competition described in this invitation. An itemized certificate of expenses should be submitted to the Agency at the end of each month. Reimbursable costs are limited to the following: panelists' and professional advisers' fees, travel, and per diem expenses; direct costs of illustrating, printing, mailing of pamphlets or brochures, or advertising in connection with the architectural competition; and payment for work of and prizes to competitors. No indirect, overhead or other costs may be reimbursed.

The fees of the unsuccessful bidders will be returned immediately at the close of the auction.

The high bidder is obligated as follows:

1. He must execute the Disposition Agreement in the precise form contained in the Bidder's Packet no later than June 30, 1962.

2. He must submit to the Agency, no later than June 30, 1962, a satisfactory Redeveloper's Statement for Public Disclosure and Redeveloper's Statement of Qualifications and Financial Responsibility in the precise form contained in the Bidder's Packet.

3. He must submit to the Agency, no later than August 31, 1962, a complete architectural competition program statement satisfactory to the Agency.

The Agency will formally act within thirty (30) days after the above conditions have been met to accept or reject the offer of the successful bidder. The Agency reserves the unqualified right to reject any and all bids.

Upon formal acceptance of the bidder's offer, a deposit of seven percent of the amount bid on the land must be paid to the Agency within 15 days. The seven percent deposit will be returned to the developer on his completion of the improvements or upon payment of the purchase price and acceptance by the Agency of a performance bond in a form and amount satisfactory to the Agency.

Attention of bidders is directed to features of the Disposition Agreement providing:

1. For payment and conveyance of the property whereby payment of the purchase price and conveyance may, under certain circumstances, be deferred for a period acceptable to the Agency upon payment of:

a. A monthly charge based upon five percent per annum of the unpaid balance of the purchase price of the property; and

b. A payment to the Agency on behalf of the City and County of San Francisco of an acceptable amount in lieu of taxes.

2. For the period during which the property to be conveyed pursuant to this Agreement will not be carried on the tax rolls of the City and County of San Francisco after the date of recordation of a deed conveying the property to the Redeveloper, the Redeveloper shall pay a sum in lieu of taxes, which sum shall be based upon the annual tax rate of the City and County of San Francisco and an estimate by the Assessor of the City and County of San Francisco of the probable annual valuation at which the property would be assessed if taxable. The Assessor's estimate o

valuation shall be conclusive on all parties to the Agreement. The sum payable hereunder shall be prorated from the date of recordation of the deed to the end of the fiscal (tax) year preceding the fiscal year for which taxes are first levied against the property. Such sum shall be deposited in escrow for disbursement by the escrow holder in accordance with seller's escrow instructions.
3. That the plan for development is subject to approval of the Agency on the basis of conformance with this invitation for bids, the Redevelopment Plan for the Diamond Heights Approved Redevelopment Project Area B-1, and the Commercial Sites Bidder's Packet.

BIDDER'S PACKET

Oral bids will be accepted only from bidders who purchase from the Agency a Diamond Heights Commercial Sites Bidder's Packet. This Bidder's Packet includes:

1. Two Commercial Sites – Diamond Heights (announcement of sale)
2. Diamond Heights Neighborhood Center (an urban design and report)
3. The Redevelopment Plan for the Diamond Heights Approved Redevelopment Area B-1
4. Design Program Statement – Outlook Site
5. Parcel Map (showing topography of the sites and the improvements installed by the Agency)
6. Soils Engineer's Statement
7. Photograph of Diamond Heights
8. Redeveloper's Statement for Public Disclosure, Redeveloper's Statement of Qualifications and Financial Responsibility (Form No. H-6004, with instructions for completion)
9. Form of Agreement for Disposition of Land (Neighborhood Center Shopping)
10. Form of Agreement for Disposition of Land (Outlook)
11. Form of Deed (Neighborhood Center Shopping)
12. Form of Deed (Outlook)

The Redevelopment Agency reserves the right to provide further information or establish modified or new requirements, and in the exercise of such right will so inform all parties who have obtained Bidder's Packets by information release posted on or prior to May 31, 1962.

This packet may be obtained by written request and delivery of a check for $25 (nonreturnable) to the San Francisco Redevelopment Agency, Attention: Secretary, 525 Golden Gate Avenue, San Francisco 2, California.

Purchasers of the Bidder's Packet may indicate at the time of purchase whether they wish their names to be made available by the Agency to Packet buyers concerned primarily with restaurant development or those concerned primarily with service station development in order to further the mutual interests of such potential bidders.

The Diamond Heights Neighborhood Center Shopping Site Plan and the Diamond Heights Outlook Site are the design elements from which the collage reproduced on the cover was developed. Artist, William W. Reid, seeks to reflect the color and excitement that can be created by prosperous commercial activities in dignified but imaginatively designed settings on Diamond Heights.